

09/648474

EXAMINER'S AMENDMENT

An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it **MUST** be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment to the claims was given in a telephone interview with Applicants' attorney, Mr. Russell Jeide, on 02/12/2010.

I. Specification Amendment

1. Please amend the paragraph beginning on page 1, lines 5 of the specification as follows:

This application is a continuation-in-part of co-pending U.S. Patent Application Serial No. 09/548,804, now abandoned, filed April 14, 2000, which application is specifically incorporated herein, in its entirety, by reference.

2. Please amend the paragraph beginning on page 17, lines ¹⁰~~6~~ of the specification as follows:

Like posts and users, links 326 are preferably ranked using rating data provided by users 310. Additionally, it is preferable to include the amount of Web traffic provided by a site's return link 326' to the Webroom 301a as a ranking factor, to encourage and promote Webroom traffic. Commercial factors, such as payment and contractual terms, may also be considered in ranking,

AM
3.15.10